

The Agency Checklist

Using AI Powered Data to Find Better Prospects for Your Clients

The agencies delivering the strongest results for their clients are not just building better creative — they are working with better data. This checklist walks you through exactly how AI powered data can transform the way your agency finds and reaches new prospects for your clients.



Audit Your Client's Existing Customer Base

Before any prospecting begins, take a close look at who your client's best customers actually are. Identify the companies that convert fastest, spend the most and stay the longest. This is the foundation everything else is built on.



Build a Best Customer Profile

Using your client's existing customer data, define the characteristics that their best customers share. Industry, company size, geography, revenue range and decision maker titles all play a role. The more precise the profile, the more powerful the prospecting.



Run an AI Powered Lookalike Model

Once you have a clear best customer profile, AI powered modeling identifies new companies and contacts that match it precisely. This eliminates guesswork and gives your client a targeted prospect list built around proven patterns.



Clean and Validate the Prospect List Before Any Campaign Launches

A great model is only as good as the data behind it. Before any outreach begins, ensure the prospect list is clean, current and deliverable. Outdated contacts and bad email addresses will undermine even the best targeting strategy.



Match the Right Message to the Right Audience

With a precise prospect list in hand, your agency can build messaging that speaks directly to the characteristics and pain points of that audience. Relevant outreach to the right people consistently outperforms broad messaging to a wide list.



Prioritize the Highest Potential Prospects First

Not every prospect on the list is equal. Use the data to identify which companies and contacts most closely mirror your client's best customers and prioritize outreach to those first. This keeps your client's team focused on the opportunities most likely to convert.



Measure Results and Refine the Model

As campaigns run and results come in, feed that performance data back into the model. Which prospects converted? Which ones did not? Every result makes the next round of targeting smarter and more precise.



Expand Into Additional Data Services

Once your agency is working inside a client's data, the opportunities multiply. List hygiene, email deliverability, audience segmentation and multi-channel targeting all become natural extensions, turning one data conversation into a much broader engagement.

Ready to Put This Into Practice?

Contact **Steve Ruffler** at LSC Marketing Group to get started.
info@lscmarketinggroup.com | (203) 547-5418 | lscmarketinggroup.com